

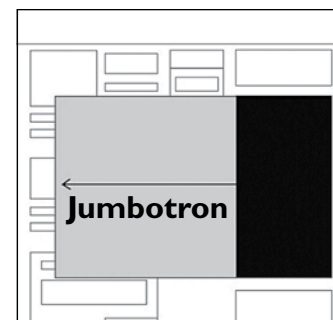
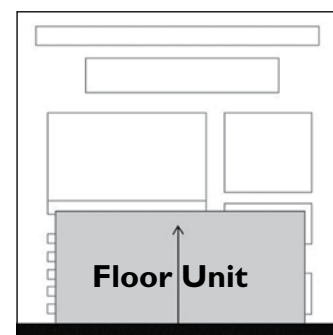
## 2017 WEBSITE RATES & SPECS

RUN-OF-SITE	DIMENSIONS	RATE	LOCATION
Top Leaderboard	728 x 90	\$60 cpm	Displayed in Header on every page
Spotlight	300 x 250	\$1090*	Displayed in Right Rail on every page
Button	180 x 150	\$910*	
Bottom Leaderboard	728 x 90	\$950*	Displayed in Footer on every page

CUSTOM UNITS	DIMENSIONS	RATE	LOCATION
Site Intro/ Welcome Ad	640 x 480	\$850 net per week	Displays over website content. Served to each unique visitor once per day on first page of first daily visit.
Floor Unit	Collapsed: 970 x 90 Expanded unit: 970 x 410	See Rep	Appears at bottom of screen and remains as readers scroll down the page. Expands up from center at extended hover or user initiated click.
Site Skin	Two 160 x 720	\$245/cpm 15k min.	Two tower ads displayed along far left and right sides of website.
Jumbotron	Initial unit: 300x600 Expanded unit: 970x700	\$850 per week	Half-Page page ad unit expands to page width.

### SPECIFICATIONS

Standard image	JPEG, GIF, Animated GIF, PNG; Maximum file size: 200k for all banner sizes Maximum loops: 3; Maximum frames for animated GIFS: 4 frames; (Include instructions for referring URL and alt text)
Third Party Ad Tags	Internal redirects, redirects, Java, iFrame and standard ad calls are accepted. Approved vendors include DART Motif, Atlas, PointRoll, MediaMind (EyeBlaster), Mediaplex. All others should be run by your ad trafficker for testing and verification. Anti-caching documentation is required.
Rich Media	HTML5; Initial download for rich media not to exceed 200K; maximum additional file weight polite download max is 300K. (Flash not accepted)
Site Intro	Maximum initial load file size: 200kb. Polite: 300 kb (rich media). HTML5: 3rd party tag, DoubleClick Studio, DCM tag or self-contained HTML5. Close button should not be included on creative. Time: 15 seconds. Backup JPEG, GIF or PNG.
Floor Unit	Maximum initial load file size: 200kb. Penton will execute HTML5. 1-pixel border; creatives without border must have high contrast background color that doesn't mimic the background color of website. Base Unit must contain the phrase "Roll-over to open the ad" or "expand". Close button required on both base unit and expandable unit. Time: 15 seconds. Audio acceptance: user initiated only; must have visible functioning controls (Close X, play/pause, rewind, stop, volume) JPEG, GIF, PNG or Animated GIF.
Site Skin	Maximum initial load file size: 200kb. Penton will execute HTML5. 1600 x 1000 for widescreen monitors. White or transparent gutter space in the center should be 970 pixels wide. Keep branding and messaging inside 155 pixel wide area to left and right sides, content beyond 155 pixels may not be seen on all monitors. URL required. JPEG, GIF, PNG or Animated GIF.
Jumbotron	Maximum initial load file size: 200kb. Polite: 300 kb. HTML5: 3rd party tag, Double-Click Studio, DCM tag or self-contained HTML5. 1-pixel border; creatives without border must have high contrast background color that doesn't mimic the background color of website. Time: 15 seconds, unlimited for user initiated animation. User initiated only; must have visible functioning controls (Close X, play/pause, rewind, stop, volume). 1.2MB streaming video max.



### Contact information

Send all advertising contracts, insertion orders, materials, and correspondence to:  
Martine Ewing  
martine.ewing@penton.com  
**BULK TRANSPORTER**  
4200 S Shepherd Dr, Ste 200  
Houston TX 77098

Ph: 713-523-8124  
Fax: 713-523-8384  
martine.ewing@penton.com

### Materials & Cancellation Policy

Materials due 10 business days prior to posting. Banners & sponsorships require a 2-week written cancellation notice.

\* Flat rate net per month.